

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently amended) ~~Software A method~~ for use on a client device that is configured for communications with at least one remote source of advertisements via a communications network, comprising:

~~an advertisement download function that downloading[[s]] advertisements from the at least one remote source, during one or more advertisement download sessions[[:]]; using an advertisement download function;~~

~~an advertisement storage function that storing[[es]] the downloaded advertisements on a storage medium associated with the client device[[:]]; using an advertisement storage function;~~

~~an advertisement display function that effecting[[s]] display of at least selected ones of the stored advertisements on a display associated with the client device[[:]]; using an advertisement display function;~~

~~an obscured ad monitor function that determining[[es]] whether an obscured ad condition has occurred, whereby the obscured ad condition occurs when an advertisement currently being displayed on the display associated with the client device is being obscured by one or more other items currently being displayed on the display[; and]; using an obscured ad monitor function; and~~

~~an obscured ad nag function that generating[[es]] an obscured ad nag display in response to detection of the obscured ad condition, wherein the obscured ad nag display notifies the user of the obscured ad condition[.]; using an obscured ad nag function while maintaining the one or more current items currently being displayed on the display.~~

2. (Currently amended) The ~~software method~~ as set forth in Claim 1, wherein the obscured ad nag display further notifies the user that the obscured nag display will be generated upon each future occurrence of an obscured ad condition.

3. (Currently amended) The ~~software method~~ as set forth in Claim 1, wherein the advertisement display function effects display of the at least selected ones of the stored advertisements when the client device is offline.

4. (Currently amended) The software—method as set forth in Claim 1, wherein the obscured ad nag display further notifies the user that the user has the following choices:

remove whatever is obscuring the obscured advertisement;

maintain the status quo, so that every future occurrence of an obscured ad condition will result in the generation of the obscured ad nag display; and

switch the operating mode of the software from a first operating mode to a second operating mode, wherein the second operating mode has less features than the first operating mode.

5. (Currently amended) The software—method as set forth in Claim 2, wherein the obscured ad nag display further notifies the user that the user has the following choices:

remove whatever is obscuring the obscured advertisement;

maintain the status quo, so that every future occurrence of an obscured ad condition will result in the generation of the obscured ad nag display; and

switch the operating mode of the software from a first operating mode to a second operating mode, wherein the second operating mode has less features than the first operating mode.

6. (Currently amended) The software—method as set forth in Claim 1, wherein the communications network is the Internet.

7. (Currently amended) The software—method as set forth in Claim 1, wherein the software is e-mail software.

8. (Currently amended) The software—method as set forth in Claim 1, wherein at least one remote source is operated by a vendor of the software.

9. (Currently amended) The software—method as set forth in Claim 1, wherein the software is subsidized by revenues attributable to the downloaded advertisements.

10. (Currently amended) The ~~software-method~~ as set forth in Claim 1, wherein the at least one remote source comprises an advertisement distribution server system that is operated by a vendor of the software in order to distribute advertisements to clients of the vendor for the purpose of subsidizing the software.

11. (Currently amended) The ~~software-method~~ as set forth in Claim 1, wherein the at least one remote source comprises an advertisement distribution server system that includes:

at least one ad server which stores at least one of a plurality of advertisements to be downloaded; and

at least one playlist server which stores at least one playlist each of which contains a list of the plurality of advertisements to be downloaded, and the address of the ad server where each listed advertisement is stored.

12. (Currently amended) The ~~software-method~~ as set forth in Claim 11, wherein the at least one playlist server is controlled by a vendor of the software.

13. (Currently amended) The ~~software-method~~ as set forth in Claim 11, wherein the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to the client device.

14. (Currently amended) The ~~software-method~~ as set forth in Claim 11, wherein:
the at least one playlist server is controlled by a vendor of the software;
the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the software; and
at least one of the plurality of ad servers is controlled by the vendor of the software.

15. (Currently amended) The ~~software-method~~ as set forth in Claim 11, wherein:
the at least one playlist server is controlled by a vendor of the software;
the at least one ad server comprises a plurality of ad servers that each store one or more advertisements to be distributed to clients of the vendor of the software; and

at least one of the plurality of ad servers is controlled by an entity other than the vendor of the software that has granted the vendor of the software and its clients access to its ad server(s).

16. (Currently amended) The ~~software-method~~ as set forth in Claim 7, wherein the software is compatible with a plurality of e-mail service providers.

17. (Currently amended) The ~~software-method~~ as set forth in Claim 7, wherein the software is not tied to a particular e-mail service provider.

18. (Currently amended) The ~~software-method~~ as set forth in Claim 7, wherein the software is operational across a plurality of different e-mail systems.

19-50. (Canceled)

51. (Currently amended) The ~~software-method~~ as set forth in Claim 1, further comprising an installer function for installing the software on a computer-readable storage medium.

52. (Currently amended) The ~~software-method~~ as set forth in Claim 1, further comprising an installer function for installing the software on the client device.

53. (Currently amended) The ~~software-method~~ as set forth in Claim 1, further comprising an installer function for installing the software on a computer-readable storage medium associated with the client device.

54.-60. (Canceled)